

METHOD OF DRIVING DISPLAY DEVICE CAPABLE OF ACHIEVING  
DISPLAY OF IMAGES IN HIGHER PRECISION WITHOUT CHANGING  
CONVENTIONAL SPECIFICATIONS OF PANEL

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ABSTRACT OF THE DISCLOSURE

10           A method of driving a display device assumes a  
specific pixel on a retina that is formed on the retina  
based on an input image, and controls light emission of  
each subframe such that luminance of a specific pixel on  
the retina becomes substantially equal to luminance of a  
15           pixel corresponding to the input image. The display  
device is driven by constructing one frame with a  
plurality of subframes, for displaying the input image  
that moves on a display panel.